

DIRECTOR OF STRATEGY

Duration:	Fixed Term – 12 months
Salary:	Circa £92,000 per annum
Job Level:	1
Hours:	35 hours per week. Other flexible arrangements will be considered.
Disclosure Level:	Basic. This role involves no direct or indirect work with children
Reports to:	Chief Strategic Development Officer
Location:	Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Strategy function, led by the Director of Strategy, is home to the Knowledge and Insight, Strategic Planning, Strategic Communications and Project Management Office (PMO) teams, sitting in the directorate lead by the Chief Strategic Development Officer. This team cuts across the whole of the organisation to guide, coordinate, and facilitate teams to achieve their objectives.

With a clear mandate to deliver an extraordinary provision in insight, strategic planning and communications, facilitation, project management and critical thinking – this team is pivotal to the organisation's decision making and success.

ABOUT THE ROLE

The Director of Strategy plays an important role enabling strategic thinking and planning across the organisation, to ensure we are delivering the maximum impact for children. Leading the Knowledge and Insight, Strategic Planning, Strategic Communications and Project Management Office teams, this role has a laser sharp focus on ensuring there is insight led decision making, a clear and coherent strategy that threads from the top to the bottom of the organisation, a unified voice from the organisation to the outside world, and project management support to uplift the quality of all projects across the whole organisation.

This role is one which can look like different things on any given day. The successful candidate understands how they can best add value in the wide range of areas across the organisation and elevate the Strategy Team's work to ensure decisions are insight led, deliver to the strategy, and focus the organisation on the right things.

What we will expect you to achieve

- Lead the Strategy function to deliver superb insight, strategic and critical thinking, and opportunities for growth.
- Accountable for the organisation's strategy and planning processes (including annual plans, joint Strategic Plans with UNICEF global, and near-term planning) and outputs of these processes.
- Accountable for the organisations' target audience strategy.
- Be the guardian of the organisation's strategy and its measurement frameworks, keeping the strategy live and embedded in work.

- Ensure the organisation has a unified and clear external voice.
- Champion the use of external and audience insight to make excellent business decisions.
- Support directorates and teams across the organisation with the development of strategies and plans.
- Work closely alongside the Director of Marketing and Director of Communications as the Public Engagement Senior Leadership to drive cohesion across the directorate and deliver Public Engagement objectives.
- Provide support to the Executive Director and Executive team providing critical thinking/challenger, support opportunities for growth, and as appropriate lead cross organisational and senior level strategic processes and projects.
- Act as a high level and strategic facilitation resource for senior leadership across the organisation.
- Ensure there is a programme of strategic briefs that answer the BIG strategic questions.
- Oversee the development of the new Portfolio programme, as delivered by the Project Management Office.
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as [Our Shared Commitment](#)) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.

Achieving change

- Communicates the reason for change and supports colleagues to embrace it, recognising that people will respond in different ways and at different paces.
- Demonstrates flexibility and adaptability to working in new scenarios.
- Demonstrates a solution focused approach to overcoming the barriers to change.
- Maintains focus in uncertain or ambiguous situations.

Collaboration

- Consults others and shares expertise, know-how and ideas with colleagues for best results.
- Values diversity, respecting and drawing on colleagues' different perspectives, skills, experience and knowledge.

Efficiency and effectiveness

- Manage conflicting priorities to ensure that objectives are achieved, and deadlines met.
- Evaluates work, learns from results and adjusts strategies to provide the best results for children.
- Suggests simplifications to overly complex ways of working to improve results.

Leadership

- Creates and encourages a cross-organisational teamwork and collaboration, acting as a visible role model.
- Translates strategic direction into medium- and long-term plans and objectives for own team and department.
- Promotes confident discussion of failure and constructive challenge to enhance innovation/learning.
- Prioritises knowledge and skills over status to make the best use of talent and promote involvement at all levels.
- Reviews and updates organisational priorities communicating any changes in focus to enable adjustment of work plans.

Relevant experience

- Managing a significant fundraising, marketing or strategic planning programme with experience of developing and implementing business, fundraising or marketing strategies.
- Working at a senior level with responsibility for making recommendations at a strategic level.
- Devising and leading productivity improvement programmes including streamlining, simplifying, changing or restructure processes, with significant experience of applying audience and market insight to drive financial performance.
- Leading and motivating teams and working with senior colleagues to affect positive change.

Specific knowledge and skills

- Strategic thinking: Demonstrate strategic and critical thinking with a proven ability to lead others to develop strategies.
- Senior stakeholder management: Able to understand and translate senior leadership needs, managing expectations and support outside of remit.
- Communication & Influence: Convey complex ideas in a compelling manner, tailoring arguments to persuade the listener. Able to build and maintain credibility and trust at all levels of the organisation.
- Facilitation: Superb facilitation skills to develop and drive forward strategic plans and work.
- Efficiency and Effectiveness: Balance multiple projects and conflicting priorities using insightful interpretation and resourceful solutions.
- Organisation and coordination: Excellent stakeholder and programme management skills to optimise the use of resources.